

METHOD, SYSTEM AND STORAGE MEDIUM FOR PROVIDING  
SUPPLIER BRANDING SERVICES OVER A COMMUNICATIONS  
NETWORK

ABSTRACT

- An exemplary embodiment of the invention relates to a method, system and storage medium for providing supplier branding services over a communications network. The system comprises an information exchange system including a server in communication with a data storage device via a
- 5       communications link. The server executes web server software for hosting and serving web pages and applications software including a branding tool for creating and disseminating branded information. The data storage device houses a database storing supplier subscription records for facilitating portal services. The supplier subscription records include customer target records.
- 10      The database also stores customer profile records. The system also includes a link to an enterprise portal site of a registered customer system; and a link to a subscribing supplier system. The branding tool maps the branded information provided in the supplier subscription records to profile information provided in the customer profile records and transfers the resulting targeted branded
- 15      information to the customer system. The invention also includes a method and storage medium for facilitating the implementation of the supplier branding services.